

## Project Summary

### Developing Country Market Readiness Assessment

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*Small Country Business Development Group, customer services business group of a \$42 billion enterprise technology and solution provider*

#### **Client Problem**

Business development managers need to identify when specific developing countries are ready for IT service products.

#### **BVI Approach: Market Analysis and Strategic Planning**

- ▼ Analyzed five country markets in three international regions
- ▼ Identified market-readiness indicators for specific value-added services
- ▼ Developed a market-assessment tool to consistently gauge market readiness in emerging country markets
- ▼ Enabled identification of competitors, composition of lead industries and major pre-market entry issues

#### **Results**

- ▼ Opportunities in specific emerging markets consistently assessed
- ▼ Limited resources deployed to the most promising emerging markets
- ▼ Optimal market entry time determined by tracking key indicators

*BVI provided a very useful write up that reflects reality in South Africa. During the S.A. direct presence workshop, the BVI country profile proved to be a useful document for our work.*

- Sales and Marketing Manager, South Africa